



Akaroa District Promotions Inc

2019-2020

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Akaroa District Promotions (ADP) role

Akaroa District Promotions is a district tourism organisation (DTO) that markets Akaroa and the Bays to domestic and international visitors. Our role is to develop Akaroa and the Bays as a “must see” destination and to collaborate with key stakeholders, including relevant media and tourism organisations, within and outside of our district. ADP targets key markets to visit and implements tourism strategies for the benefit of local businesses and the local community.

Akaroa District Promotions History

Akaroa District Promotions was formally the Banks Peninsular Progress Association Incorporated which incorporated on the 4.11.1982.

It changed its name to Akaroa District Promotions Incorporated on 14.7.1992.

The Board

The Akaroa District Promotions Board is made up of 10-12 local business operators.

Board meetings take place monthly with a Marketing sub-committee.

Sitting alongside the Board is a representative from the Akaroa-Wairewa Community Board

2019-2020 Board:

- Kevin Parthonnaud (Chairman Pohatu Penguins)
- Felicity Taylor (Akaroa Criterion Motel)
- Alex Simpson
- Roy Borrelli (Fox 2 Sailing)



- Pip Journeaux (Black Cat Cruises)
- Doreen Machnick (Akaroa-I Site Information Centre)
- Caroline Cooper-Dixon (Ronas)
- Mark Kolff (Mr Peacock)
- Renan Cataloitti (French Peak Wines)
- Elise Cailleau (Akaroa Waterfront Motels)

Employees:

- Jane Scribner (Tourism Marketing Manager, Akaroa District Promotions)
- Suz Wyborn (Administrator, Akaroa District Promotions)

Marketing Objectives of ADP

- Promote Akaroa and the Bays as a destination of choice to domestic and international visitors
- Increase visitation to Akaroa and the Bays, particularly in the shoulder seasons- spring and autumn
- Increase the FIT market (Fully Independent Traveller) and extend their length of stay and spend
- Increase repeat visitation
- Represent all ADP members and assist with promoting their products and services
- Target new and emerging markets both domestic and international
- Build and leverage relationships with relevant tourism organisations such as Christchurch NZ-CNZ, Christchurch City Council – CCC and Tourism New Zealand (TNZ).
- Proactively lobby for the infrastructure needs of Akaroa
- Develop strong partnerships to benefit Akaroa and the Bays
- Support and market a year -round event program for Akaroa and the Bays

Key Goals

- Increase awareness of Akaroa and the Bays- Nature's Playground
- Increase visitor numbers in the shoulder seasons
- Increase length of stay and visitor spend
- Develop FIT (Fully Independent Traveller) market
- Increase local spend from cruise ships
- Market events to increase visitor attendance
- Maintain and continue to develop www.akaroa.com website and increase traffic to the site
- Implement a social media marketing strategy
- Increase the marketing budget for future



- campaigns through membership, funding & joint ventures
- Produce, update and distribute ADP collateral such as Official Visitors Guides (OVGs) and visitor maps
- Monitor website and social media data and disseminate to members
- Develop the small conference & wedding market
- Develop a strong online presence with social media
- Work closely with ADP members to achieve their tourism goals
- Represent all ADP members at a regional, national level

Marketing Tools

- www.akaroa.com (new website launched in October 2019)- over 10,000 average monthly users since launch
- Akaroa tear off maps-annual map. 120,000 copies of map updated and produced in October 2019
- Social Media Strategy- targeted paid posts regularly
- Facebook-Akaroa & the Bays
- Instagram-#akaroa_and_the_bays
- Media and Key Tourism Trade visits to Akaroa (Educational familiarisation programs)
- Mail chimp newsletters
- Akaroa Official Visitor Guide
- Image bank

- Print Media campaigns
- Radio campaigns
- Promotional videos
- Posters



Funding

ADP receive no direct funding from Christchurch City Council. We apply for Christchurch City Council grants for specific projects & events and to other funding bodies -Rata Foundation, Southern Trust & Pub Charity. We have operated in partnership with Christchurch & Canterbury Tourism (now ChristchurchNZ) over many years. The bulk of our annual income comes from membership & web site subscriptions.

Main Tasks

- Support members to grow their tourism business
- Distribute relevant information to ADP members and other businesses to keep them informed of activities and events that may impact on their business
- Design and manage media and trade visits to Akaroa and the Bays
- Ensure Akaroa Brand is strongly represented through all channels and communications
- Develop and implement social media strategy
- Maintain the website and continue to enhance www.akaroa.com
- Implement strategies to increase traffic to www.akaroa.com
- Develop and maintain close relationships with CNZ, CCC, TNZ and the Akaroa Community
- Conduct training workshops and business briefings for ADP members
- Represent ADP on specific groups or committees i.e. Canterbury -District Tourism Organisations, events and community committees, as required
- Be the link with the cruise industry in Akaroa. Ensure first impressions for cruise passengers are positive, collate collateral and member liaison prior and during the season.
- Support media and journalists, both digital and print, to ensure Akaroa gains maximum positive exposure and provide high quality images
- Develop and execute marketing campaigns digital, social media, print and radio to increase awareness and visits to Akaroa & the Bays
- Identify public relations, marketing and promotional opportunities for Akaroa & the Bays
- Secure funding for specific projects and events
- Pursue joint venture marketing & partnerships

Events

ADP supports and markets events to ensure visitor attendance. A year-round program of events enhances the destination and increases benefits for local businesses and the community.

Akaroa biennial main event: FrenchFest October 2021 (2021 date to be confirmed).

Akaroa & the Bays Events:

- Waitangi Day Commemorations- 6 February 2020
- Seaweek- March 2020
- Akaroa Harvest Festival (date to be confirmed)
- Le Race-21 March 2020
- Lumiere d'Akaroa (date to be confirmed)
- Akaroa Classic and Traditional Boat Regatta (date to be confirmed)
- Akaroa House & Garden Tour (November 2020) specific dates to be confirmed
- Banks Peninsula Walking Festival (every year in November).

ADP Membership Benefits

- Promotion through ADP to NZ domestic and targeted international markets
- Profile and Listing on www.akaroa.com with link to booking site of your choice
- Profile on ADP social media channels- Facebook and Instagram
- Representation at national and local marketing and promotional events- CNZ, TNZ
- Opportunity to participate and highlight your product or service through media and trade activities such as famil visits, advertising campaigns both digital and print
- Invitations and hosting of industry and media and travel industry representatives
- Being part of a larger and united group of businesses to have a presence in local issues
- Being part of a community based business group dedicated to promoting Akaroa as a leading visitor destination
- Invitations to ADP networking and educational events held throughout the year- such as social media advertising and e-commerce
- Advertising priority for inclusion on the Akaroa visitor map and/ or Official Visitors Guide

Membership Prices 2018/2019

- 2019/2020 Annual Membership – (\$325.00 + GST) **\$373.75**
 - 2019/2020 Annual Membership – (\$325.00 + GST) AND www.akaroa.com Website Listing – (\$225.00 + GST) **\$258.75 Total: \$632.50**
- 2019/2020 Second & Additional Web Listings – (\$125.00 + GST each) **\$143.75**

All Retail Receive Free Web Site Listings

Special Offer for **New** Members for 2019/2020 Free Web Listings.



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